



VETERANS INDIA

Regd. No. Delhi/2149/2015

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Health Care Wing of Veterans India:

1. Purpose:

The purpose of the HEALTH CARE WING is to promote physical and mental well-being among citizens by providing healthcare services, awareness programs, and fostering a culture of health consciousness. Aligned with the principles of nationalism and patriotism, it aims to contribute to nation-building by ensuring a healthy and resilient society.

2. Vision:

To be a leading force in creating a healthy and resilient society, where every citizen is empowered with the knowledge and resources to maintain optimal physical and mental well-being, contributing to the realization of BHARAT VISHWAGURU.

3. Mission:

Our mission is to provide accessible and quality healthcare services, promote health awareness, and instill a sense of responsibility towards personal and community health. Through impactful initiatives, the HEALTH CARE WING aspires to contribute to the overall vision of making BHARAT VISHWAGURU by ensuring the well-being of the nation's citizens.

4. Approach:

The HEALTH CARE WING adopts a comprehensive and inclusive approach, focusing on preventive healthcare, awareness campaigns, and community engagement. It aims to create a society where citizens actively prioritize their health and contribute to the nation's progress, aligning with the principles of nationalism and patriotism.

5. Objectives:

- a. **Accessible Healthcare Services:** Provide accessible and affordable healthcare services, especially in underserved areas, ensuring citizens have access to essential medical care.
- b. **Health Awareness Programs:** Conduct awareness campaigns on preventive healthcare, nutrition, mental health, and lifestyle choices to promote a culture of health consciousness.
- c. **Community Health Initiatives:** Engage with local communities through health initiatives, encouraging active participation in activities that contribute to community well-being.



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- d. **Medical Camps and Services:** Organize and participate in medical camps, clinics, and outreach programs to address immediate health needs and provide healthcare services.
- e. **Mental Health Support:** Advocate for mental health awareness and support programs, recognizing the significance of mental well-being in overall health.

6. Role and Responsibilities:

- a. **Healthcare Service Coordination:** Coordinate the delivery of healthcare services, ensuring accessibility and affordability, particularly in areas with limited medical facilities.
- b. **Health Awareness Campaigns:** Develop and implement awareness campaigns on preventive healthcare, nutrition, mental health, and lifestyle choices, reaching diverse segments of the population.
- c. **Community Health Engagement:** Organize and participate in community-driven health initiatives, fostering a sense of collective responsibility for health and well-being.
- d. **Medical Camps and Outreach:** Plan and execute medical camps, clinics, and outreach programs, addressing immediate health needs and providing necessary medical services.
- e. **Mental Health Advocacy:** Advocate for mental health awareness, promoting initiatives that reduce stigma and provide support for individuals facing mental health challenges.
- f. **Collaboration with Healthcare Organizations:** Collaborate with healthcare organizations, government bodies, and NGOs to enhance the impact of health-related initiatives and programs.
- g. **Promotion of Healthy Lifestyle:** Encourage and promote healthy lifestyle choices, emphasizing the role of individuals in creating a society that prioritizes health and well-being.

By fulfilling these roles and responsibilities, the HEALTH CARE WING aims to play a crucial role in achieving the broader objectives and goals of Veterans India, in alignment with the principles of the 17 Sustainable Development Goals (SGTs) outlined by the United Nations.



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List of Corporates, various companies, PSUs (Public Sector Undertakings), and government agencies have actively engaged in CSR activities focusing on youth development.

Here are some examples:

7. Companies with Health CSR Initiatives:

- a. Tata Consultancy Services (TCS)
- b. Reliance Industries Limited
- c. Infosys
- d. Wipro
- e. Bajaj Group
- f. ICICI Bank
- g. Hindustan Unilever Limited (HUL)
- h. ITC Limited
- i. Mahindra Group
- j. Apollo Hospitals

8. Public Sector Undertakings (PSUs) with Health Initiatives:

- a. Oil and Natural Gas Corporation (ONGC)
- b. Bharat Petroleum Corporation Limited (BPCL)
- c. Indian Oil Corporation Limited (IOCL)
- d. Steel Authority of India Limited (SAIL)
- e. National Thermal Power Corporation (NTPC)
- f. Coal India Limited



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- g. Gas Authority of India Limited (GAIL)
- h. Power Grid Corporation of India
- i. Hindustan Aeronautics Limited (HAL)
- j. Bharat Heavy Electricals Limited (BHEL)

9. Government Agencies Supporting Health:

- a. Ministry of Health and Family Welfare, Government of India
- b. National Health Mission (NHM), Government of India
- c. Ayushman Bharat - Pradhan Mantri Jan Arogya Yojana
- d. Indian Council of Medical Research (ICMR)
- e. Department of Health Research, Government of India
- f. State-level Health Departments
- g. National AIDS Control Organization (NACO), Government of India
- h. National Institute of Health and Family Welfare (NIHFW), Government of India
- i. Central Drugs Standard Control Organization (CDSCO), Government of India
- j. Central Bureau of Health Intelligence (CBHI), Government of India

Organization Structure and Responsibilities – Veterans India HEALTH CARE WING (Central Level):

10. National Vice President (HEALTH CARE WING):

- a. **Role:** Provide strategic leadership and vision for the central HEALTH CARE WING.
- b. **Responsibilities:**
 - (i) Oversee and guide all national-level HEALTH CARE WING programs and initiatives.
 - (ii) Collaborate with other wings and organizational leadership for integrated efforts.
 - (iii) Represent the HEALTH CARE WING at national events and forums.

11. National General Secretary (HEALTH CARE WING):

- a. **Role:** Assist the National Vice President in administrative tasks and coordination within the HEALTH CARE WING.
- b. **Responsibilities:**
 - (i) Manage day-to-day operations of the central HEALTH CARE WING.

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- (ii) Coordinate communication between the central and state levels.
- (iii) Ensure effective implementation of national-level HEALTH CARE WING programs.

12. National Secretaries (HEALTH CARE WING) - 36 (One for Each State/UT):

- a. **Role:** Support the National General Secretary in administrative duties and communication at the state level.
- b. **Responsibilities:**
 - (i) Maintain records, documents, and communications for the respective state/UT.
 - (ii) Provide logistical support for state-level HEALTH CARE WING events and activities.
 - (iii) Act as the primary point of contact for state-level coordination.

13. National Senior Joint Secretaries (HEALTH CARE WING) - 36 (One for Each State/UT):

- a. **Role:** Represent and coordinate HEALTH CARE WING activities at the state level.
- b. **Responsibilities:**
 - (i) Liaise with state-level coordinators, ensuring effective communication.
 - (ii) Oversee and support state-level HEALTH CARE WING programs.
 - (iii) Provide guidance to National Joint Secretaries.

14. National Joint Secretaries (HEALTH CARE WING) - 72 (Two for Each State/UT):

- a. **Role:** Support the National Senior Joint Secretaries and assist in state-level coordination.
- b. **Responsibilities:**
 - (i) Work closely with state coordinators for seamless communication.
 - (ii) Facilitate information exchange between the central and state levels.
 - (iii) Assist in the implementation of national-level HEALTH CARE WING initiatives.

Total Office Bearers at National Level: 148

15. Charters of Duties and Responsibilities:

- a. Each office bearer must be an expert in HEALTH CARE WING-related activities.
- b. The National Vice President sets the strategic direction and vision.
- c. The National General Secretary ensures efficient operations and communication.
- d. National Secretaries handle state-level administrative tasks and coordination.
- e. National Senior Joint Secretaries oversee and support state-level programs.
- f. National Joint Secretaries assist in state-level coordination and program implementation.



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This structure ensures a robust and well-coordinated approach to managing HEALTH CARE WING activities at both the national and state levels within Veterans India.

Guidelines and Roles for Office Bearers - Health Care Wing - Veterans India

16. Vice President (Health Care):

- a. **Strategic Vision:** Develop and communicate a strategic vision for health care initiatives within Veterans India.
- b. **Collaboration:** Foster partnerships with healthcare institutions, NGOs, and government bodies to enhance healthcare services.
- c. **Policy Advocacy:** Advocate for policies that benefit the health and well-being of veterans and citizens.

17. General Secretary (Health Care):

- a. **Communication Hub:** Facilitate effective communication between health care wing members, Veterans India, and external partners.
- b. **Event Planning:** Organize health camps, workshops, and awareness programs.
- c. **Documentation:** Maintain records and reports on health care projects and initiatives.

18. Secretaries for States/UTs (36 Positions):



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- a. **Local Representation:** Serve as a representative for the health care wing in their respective regions.
- b. **Health Initiatives:** Identify and support health-related projects and initiatives specific to their states/UTs.
- c. **Community Engagement:** Collaborate with local communities to address health-related concerns.

19. Senior Joint Secretaries (One for Each State/UT):

- a. **Leadership Support:** Assist Secretaries in their duties and act as a link between them and the central leadership.
- b. **Quality Control:** Ensure the high quality and relevance of health care projects within their regions.
- c. **Training Programs:** Organize training programs for health care professionals and volunteers.

20. Joint Secretaries (Two for Each State/UT):

- a. **Project Management:** Oversee specific health care projects within their regions, coordinating with local Secretaries.
- b. **Member Engagement:** Encourage active participation and engagement among health care wing members.
- c. **Health Awareness Campaigns:** Promote health awareness campaigns and initiatives.

21. Important Dates for the Health Care Wing:

- a. **January:** Annual Strategic Planning Meeting for Health Care Wing Office Bearers.
- b. **March:** National Health Awareness Month - Initiatives and Campaigns.
- c. **July:** Regional Health Camps and Screening Programs.
- d. **October:** Health Symposium and Knowledge Exchange.
- e. **December:** Year-End Review Meeting and Progress Evaluation.



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22. General Responsibilities for All Office Bearers:

- a. **Alignment with Objectives:** Ensure all health care initiatives align with the broader goals of Veterans India.
- b. **Financial Oversight:** Work with the finance wing to manage funds effectively and transparently.
- c. **Member Welfare:** Prioritize the well-being of veterans and citizens through healthcare initiatives.
- d. **Collaboration:** Seek opportunities for collaboration with other wings and external partners.
- e. **Innovation and Adaptability:** Foster a culture of innovation and adaptability to address evolving healthcare challenges.

These guidelines provide a framework for the Health Care Wing of Veterans India, ensuring a coordinated effort to improve healthcare services and well-being for veterans and citizens alike.

Standard Operating Procedures (SOP) - Fund Generation - Health Care Wing - Veterans India

23. Fundraising Strategies:

- a. **Diverse Channels:** Utilize diverse fundraising channels, including online campaigns, events, and corporate partnerships.
- b. **Donor Engagement:** Develop strategies to engage donors and build lasting relationships.



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- c. **Grant Applications:** Regularly apply for grants from government agencies, corporates, and foundations supporting healthcare initiatives.

24. Corporate and CSR Collaborations:

- a. **Identification:** Identify potential corporate partners interested in supporting health care and veterans' well-being.
- b. **Proposal Submissions:** Prepare comprehensive proposals aligning healthcare goals with corporate social responsibility objectives.
- c. **CSR Events:** Participate in and host events to raise awareness and attract corporate support.

25. Government Grants and Initiatives:

- a. **Research:** Stay informed about government grants and initiatives supporting healthcare and veteran welfare.
- b. **Application Process:** Develop a streamlined process for applying to relevant government grants.
- c. **Advocacy:** Engage with government officials to advocate for increased funding for veteran health care programs.

26. Community Fundraising Events:

- a. **Health-Related Campaigns:** Organize health-themed fundraising events like marathons, health walks, and fitness challenges.
- b. **Local Partnerships:** Collaborate with local businesses and communities to organize events supporting health care initiatives.
- c. **Online Platforms:** Leverage online crowdfunding platforms for community-driven fundraising campaigns.

27. Strategic Partnerships:



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- a. **Healthcare Industry:** Form partnerships with healthcare institutions, pharmaceutical companies, and medical professionals.
- b. **Research Collaborations:** Explore collaborations with research institutions to enhance healthcare programs.
- c. **Innovative Solutions:** Collaborate with companies developing innovative healthcare solutions for veterans.

28. Donation Drives:

- a. **Regular Campaigns:** Conduct regular donation drives through online platforms, social media, and local outreach.
- b. **Targeted Appeals:** Develop targeted appeals based on specific healthcare needs, garnering donor support.
- c. **Donor Recognition:** Implement a donor recognition program to acknowledge and appreciate contributions.

29. Financial Transparency:

- a. **Reporting:** Provide transparent and detailed financial reports on fund utilization and project progress.
- b. **Audits:** Conduct regular financial audits to ensure accountability and compliance with funding regulations.
- c. **Donor Communication:** Maintain open communication with donors, updating them on the impact of their contributions.

30. Important Dates:

- a. **Annual Fundraising Campaign:** February - Launch a comprehensive annual fundraising campaign.
- b. **Corporate Partnership Drive:** May - Focus on building and strengthening corporate partnerships.
- c. **Government Grant Application Period:** July - Submit applications for relevant government grants.



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- d. **Community Health Fundraising Month:** September - Engage communities in health-related fundraising events.
- e. **Year-End Donor Appreciation Event:** December - Host an event to appreciate and update donors on the year's achievements.

These SOPs provide a structured approach for the Health Care Wing of Veterans India to effectively generate funds aligned with the organization's goals, ensuring financial sustainability for healthcare initiatives.

Standard Operating Procedures (SOP) - Health Care Wing - Veterans India

31. Objectives:

- a. **Primary Focus:** Improve healthcare access and quality for veterans and citizens.
- b. **Alignment:** Ensure health care initiatives align with the overall objectives and goals of Veterans India.



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- c. **Holistic Approach:** Prioritize physical and mental well-being through comprehensive health programs.

32. Membership and Office Bearers:

- a. **Inclusive Membership:** Members and office bearers must embrace inclusivity and diversity.
- b. **Selection Criteria:** Appoint members based on their commitment, skills, and experience in healthcare.
- c. **Leadership Structure:** Follow the designated leadership structure with Vice President, General Secretary, Secretaries for States/UTs, Senior Joint Secretaries, and Joint Secretaries.

33. Project Identification and Implementation:

- a. **Needs Assessment:** Conduct regular assessments to identify healthcare needs among veterans and citizens.
- b. **Project Planning:** Develop detailed project plans, outlining objectives, timelines, and resource requirements.
- c. **Monitoring and Evaluation:** Implement robust monitoring and evaluation mechanisms for ongoing projects.

34. Collaborations and Partnerships:

- a. **Strategic Alliances:** Collaborate with healthcare institutions, NGOs, and government bodies for impactful initiatives.
- b. **Memorandum of Understanding (MoUs):** Establish MoUs outlining roles, responsibilities, and expectations in collaborations.

35. Financial Management:

- a. **Budgeting:** Develop detailed budgets for each healthcare project, ensuring transparency and accountability.



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- b. **Fundraising:** Collaborate with the finance wing to secure necessary funds for healthcare initiatives.
- c. **Financial Reporting:** Regularly report on the financial status of healthcare projects.

36. Community Engagement:

- a. **Awareness Campaigns:** Conduct health awareness campaigns, focusing on preventive healthcare measures.
- b. **Health Camps:** Organize regular health camps providing screenings, vaccinations, and medical consultations.
- c. **Educational Programs:** Facilitate programs on health education, nutrition, and well-being.

37. Training and Development:

- a. **Skill Enhancement:** Organize training programs for healthcare professionals and volunteers.
- b. **Continuous Learning:** Encourage continuous learning and updates on advancements in healthcare.
- c. **Capacity Building:** Enhance the capacity of the health care wing through skill development initiatives.

38. Reporting and Documentation:

- a. **Regular Reporting:** Office bearers must submit regular reports on the progress of health care initiatives.
- b. **Data Management:** Maintain a secure and organized database of health-related information.
- c. **Documentation Standards:** Follow standardized documentation practices for all health care projects.



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39. Important Dates:

- a. **Strategic Planning Meeting:** January - Annual planning meeting for Health Care Wing office bearers.
- b. **National Health Awareness Month:** March - Launch national health awareness campaigns.
- c. **Regional Health Camps:** July - Conduct health camps across states/UTs.
- d. **Health Symposium:** October - Organize symposiums for knowledge exchange.
- e. **Year-End Review Meeting:** December - Evaluate progress and plan for the upcoming year.

These SOPs serve as a guide for the Health Care Wing of Veterans India, ensuring a systematic and effective approach to achieving healthcare objectives aligned with the organization's overarching goals.

Sources of Fund Generation for Health Care Wing - Veterans India

40. Corporate Partnerships:

- a. **Healthcare Companies:** Forge partnerships with pharmaceutical companies, medical equipment manufacturers, and healthcare service providers.
- b. **CSR Collaborations:** Engage with corporations with a focus on health-related corporate social responsibility initiatives.



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41. Government Grants:

- a. **Healthcare Initiatives:** Explore grants from government agencies supporting healthcare programs for veterans.
- b. **Veteran Welfare Schemes:** Apply for grants under government schemes specifically designed for the welfare of veterans' health.

42. Community Outreach Events:

- a. **Health Camps:** Organize health camps in collaboration with local healthcare providers to raise funds and awareness.
- b. **Donation Drives:** Conduct community-driven fundraising events focusing on health care needs of veterans.

43. Online Fundraising Platforms:

- a. **Crowdfunding Campaigns:** Launch targeted online crowdfunding campaigns for specific healthcare projects.
- b. **Social Media Engagement:** Leverage social media platforms to amplify fundraising efforts and engage a wider audience.

44. Healthcare Industry Collaborations:

- a. **Hospital Partnerships:** Establish partnerships with Hospitals and Medical Institutions to support veterans' healthcare needs.
- b. **Research Collaborations:** Collaborate with Healthcare Research Institutions for innovative Healthcare solutions.

45. Philanthropic Foundations:

- a. **Health-Focused Foundations:** Seek support from philanthropic foundations with a focus on healthcare and veteran welfare.



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- b. **Grant Applications:** Submit grant applications to foundations aligned with the objectives of the Health Care Wing.

46. Corporate Health and Wellness Programs:

- a. **Employee Wellness Programs:** Collaborate with corporations to include veterans in their Health and wellness initiatives for employees.
- b. **Health Awareness Campaigns:** Engage in corporate-sponsored Health awareness campaigns.

47. Individual Donations and Membership Fees:

- a. **Member Contributions:** Encourage veterans and supporters to become members, contributing through membership fees.
- b. **Individual Donations:** Create avenues for individuals to make direct donations to support Health care initiatives.

48. Awareness Events and Sponsorships:

- a. **Health Awareness Events:** Host events focused on health awareness, seeking sponsorships from healthcare-related businesses.
- b. **Medical Conferences:** Participate in or organize conferences, securing sponsorships from medical and healthcare organizations.

49. Important Dates:

- a. **Annual Health Awareness Month:** March - Conduct health awareness campaigns and fundraising events.



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- b. **Corporate Health Partnerships Drive:** June - Seek and solidify partnerships with corporations in the healthcare industry.
- c. **Government Grants Application Period:** August - Submit applications for relevant government grants supporting health care initiatives.
- d. **Community Health Fundraising Month:** October - Engage communities in health-related fundraising events.
- e. **Year-End Donor Appreciation Event:** December - Host an event to appreciate and update donors on the year's achievements.

These diverse sources and strategic timeline can ensure sustained funding for the Health Care Wing of Veterans India in alignment with the organization's goals.

Monthly Calendar for Veterans India HEALTH CARE WING aligned with UN Sustainable Development Goals:

50. January: National Blood Donor Month

Activities:

- a. Blood donation camps for veterans and their families.
- b. Promote SDG 3 (Good Health and Well-being).

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51. February: Heart Health Awareness Month

Activities:

- a. Cardiac health check-ups and awareness campaigns.
- b. Advocate for SDG 3.

52. March: World Tuberculosis Day (March 24) - Tuberculosis Awareness

Activities:

- a. Tuberculosis awareness programs and screenings.
- b. Contribute to SDG 3.

53. April: Physical Fitness and Nutrition Month

Activities:

- a. Fitness challenges, nutrition workshops, and wellness programs.
- b. Promote SDG 3.

54. May: World Hypertension Day (May 17) - Hypertension Awareness

Activities:

- a. Blood pressure check-ups and awareness events.
- b. Advocate for SDG 3.

55. June: International Day Against Drug Abuse and Illicit Trafficking (June 26) - Substance Abuse Prevention

Activities:

- a. Substance abuse awareness and prevention programs.
- b. Contribute to SDG 3.



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56. July: Mental Health and Stress Reduction Month

Activities:

- a. Mental health workshops, stress reduction programs.
- b. Advocate for SDG 3.

57. August: National Immunization Awareness Month

Activities:

- a. Immunization drives for veterans and their families.
- b. Promote SDG 3.

58. September: World Alzheimer's Day (September 21) - Alzheimer's Awareness

Activities:

- a. Alzheimer's awareness campaigns, memory screenings.
- b. Contribute to SDG 3.

59. October: Breast Cancer Awareness Month

Activities:

- a. Breast cancer awareness events, mammography camps.
- b. Advocate for SDG 3.

60. November: Diabetes Awareness and Prevention Month



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Activities:

- a. Diabetes awareness campaigns and preventive measures.
- b. Promote SDG 3.

61. December: World AIDS Day (December 1) - HIV/AIDS Awareness

Activities:

- a. HIV/AIDS awareness programs and testing campaigns.
- b. Contribute to SDG 3.

This monthly calendar ensures that Veterans India HEALTH CARE WING actively addresses the health needs of veterans, aligning activities with key national dates and UN Sustainable Development Goals throughout the year.